Remarks/Arguments:

In view of the above amendments and following remarks, reconsideration of the present application is respectfully requested.

By this amendment, claims 102, 105, 108, 111 and 114-121 have been amended and claims 123-124 have been newly added. Claims 102, 103, 105 and 107-124 are currently pending in this application. It is submitted that no new matter has been added.

Claim 108 has been objected to because it includes a grammatical error. Claim 108 has been amended accordingly. Applicants respectfully request that the objection to claim 108 be withdrawn.

The Examiner has rejected claims 102, 103, 105 and 107-122 under 35 U.S.C. § 102(b) as being anticipated by Nemirofsky (U.S. Patent 5,412,416) for the reasons contained in paragraph 3 on pages 2-4 of the Office Action.

Without intending to acquiesce to the Examiner's aforementioned prior art rejection and in order to expedite allowance of this application, each of independent claims 102, 105, 108, 111 and 114-121 has been amended to more clearly distinguish the claims over the Nemirofsky prior art reference.

In addition, in order to illustrate the differences between claimed embodiments of the subject invention, and the cited art, Figs. A and B are provided on an enclosed reference sheet. Fig. A represents embodiments of the subject invention. Fig. B represents the system of Nemirofsky et al. Reference to Figs. A and B will be made throughout the Applicants' remarks.

According to the embodiments of the present invention claimed in amended independent claims 102, 114, 116 and 120, transmission format information that

includes starting time information indicating a same starting time for activating content at a future point of time is repeatedly transmitted (Fig. 8 and paragraphs [0245] - [0251] of the subject specification). Similarly, according to the embodiments claimed in amended independent claims 105, 115, 117 and 121, transmission format information that includes processing term information indicating a same term for processing content at a future point of time is repeatedly transmitted. Such features are provided to account for transmission channels having a low reliability, as described in paragraph [0247] of the subject specification.

Referring to Fig. A, a transmitting apparatus repeatedly transmits transmission format information, after transmitting the content. The transmission information includes an identifier and starting time information (or processing term information). Accordingly, a receiving apparatus may receive the transmission format information at various times after receiving the content.

It is submitted that the Nemirofsky reference fails to disclose or suggest the above-mentioned features of the present invention. That is, the Nemirofsky reference does not disclose or suggest repeated transmission of control data which includes a same starting time or a same processing term because the distribution system disclosed in Nemirofsky immediately begins to play stored data in response to receiving control data. Particularly, when control data embedded in a received video signal is read according to the distribution system of Nemirofsky, it will immediately trigger a set of commands stored in memory units 64 and 66, such as record, stop record, cueing up, start play and stop play operations for the video storage bank 72 (see col. 10, lines 13-18 and col. 17, lines 10-12). For example, referring to Fig. B, the Nemirofsky reference distributes control data including a tape control command. Once the receiving site receives the control data, the receiving site immediately

triggers commands for the received tape control and, accordingly, begins to play the stored data.

Accordingly, it is submitted that the Nemirofsky reference clearly fails to disclose or suggest a repeated transmission of transmission format information including starting time information indicating a same starting time for activating content at a future point of time, as recited in amended independent claims 102, 114, 116 and 120. Similarly, it is submitted that the Nemirofsky reference fails to disclose or suggest a repeated transmission of transmission format information including processing term information indicating a same term for processing content at a future point of time, as recited in amended independent claims 105, 115, 117 and 121.

Next, according to the embodiments of the present invention claimed in amended independent claims 108, 114, 118 and 120, content is activated based on an identifier and a comparative result of a current time and the starting time (paragraphs [0245] - [0251] of the subject specification). Similarly, according to the embodiments claimed in amended independent claims 111, 115, 119 and 121, content is activated based on an identifier and a comparative result of a current time and the term for processing the content.

Referring to Fig. A, according to claimed embodiments of the subject invention, a receiving unit may receive the transmission format information including an identifier. The receiving unit may activate the previously received content by using the received identifier and by comparing the current time and the previously received starting time/processing term information (received as part of the transmission format information).

It is submitted that the Nemirofsky reference clearly fails to disclose or

suggest the above-mentioned features of the present invention. Particularly, the Nemirofsky reference does not disclose or suggest the activation of content based on any type of comparative result between a current time and either a starting time or a processing term. As described earlier and illustrated in Fig. B, the Nemirofsky system immediately triggers a set of commands upon reading control data embedded in a received video signal (see col. 10, lines 13-18 and col. 17, lines 10-12). As such, the Nemirofsky system does not need to perform a current time comparison to activate the stored data, since such a system immediately begins to activate the stored data in response to reading control data embedded in a received video signal.

Accordingly, it is submitted that the Nemirofsky reference fails to disclose or suggest that content is activated based on a comparative result of a current time and the starting time, as recited in independent claims 108, 114, 118 and 120. It is further submitted that the Nemirofsky reference fails to disclose or suggest that content is activated based on a comparative result of a current time and the term for processing the content, as recited in newly amended independent claims 111, 115, 119 and 121.

In view of the foregoing, it is submitted that independent claims 102, 105, 108, 111 and 114-121, as well as claims 103, 107, 109, 110, 112, 113 and 122-124 dependent thereon, clearly are allowable and the Examiner is kindly requested to promptly pass this case to issuance.

In the event that the Examiner has any comments or suggestions of a nature necessary to place this case in condition for allowance, the Examiner is kindly requested to contact the Applicants' representative in order to expedite allowance of this application.

Respectfully submitted,

RatnerPrestia

Allan Ratner, Reg. No. 19,717
Attorney for Applicants

DMG/dmw

Dated: March 5, 2008

Attachment: Supporting Example

P.O. Box 980
Valley Forge, PA 19482-0980
(610) 407-0700

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